

ABSTRACT OF THE DISCLOSURE

An advertisement arrangement for an article of merchandise may include a display sleeve having at least one open end. The display sleeve may have a front side with a border and a window with a perimeter defined at least partially by the border. It may also include a back side opposite to the front side. The front and back sides may be flexible so as to permit at least a portion of the article of merchandise to be passed into an interior of the display sleeve via the at least one open end of the display sleeve. An advertising information sheet may be removably disposed within the display sleeve, visible through the window. The advertisement arrangement may be configured to allow the advertising information sheet to be exchanged for a different advertising information sheet.